

UNITED STATES BANKRUPTCY COURT
SOUTHERN DISTRICT OF NEW YORK

In re:

GAWKER MEDIA, LLC, *et al.*,¹

Debtors.

Chapter 11

Case No. 16-11700 (SMB)

(Jointly Administered)

AFFIDAVIT OF SERVICE

I, Ingamar D. Ramirez, depose and say that I am employed by Prime Clerk LLC ("Prime Clerk"), the claims and noticing agent for the Debtors in the above-captioned chapter 11 cases.

On July 11, 2016, at my direction and under my supervision, employees of Prime Clerk caused the following documents to be served in the manners set forth 1) on the Core/2002 Service List attached hereto as Exhibit A, 2) on the Top 50 Creditors Service List attached hereto as Exhibit B and 3) on the Adversary Parties Service List attached hereto as Exhibit C:

- Notice of (A) Solicitation of Bids to Purchase Substantially all the Debtors' Assets, (B) Auction and (C) Sale Hearing, copy of which is attached hereto as Exhibit D
- Debtors' Motion for Entry of Order Further Extending the Deadline for Debtors to File Their Schedules of Assets and Liabilities and Statements of Financial Affairs [Docket No. 83]

Dated: July 14, 2016

State of New York
County of New York



Ingamar D. Ramirez

Subscribed and sworn to (or affirmed) before me on July 14, 2016, by Ingamar D. Ramirez, proved to me on the basis of satisfactory evidence to be the person who appeared before me.

Signature: 

PAUL PULLO
Notary Public, State of New York
No. 01PU6231078
Qualified in Nassau County
Commission Expires Nov. 15, 2018

¹ The last four digits of the taxpayer identification number of the debtors are: Gawker Media LLC (0492); Gawker Media Group, Inc. (3231); and Kinja Kft. (5056). The offices of Gawker Media LLC and Gawker Media Group, Inc. are located at 114 Fifth Avenue, 2nd Floor, New York, NY 10011. Kinja Kft.'s offices are located at Andrassy ut 66. 1062 Budapest, Hungary.

Exhibit A

Core/2002 Service List

Served as set forth below

DESCRIPTION	NAME	ADDRESS	EMAIL	METHOD OF SERVICE
Counsel to Fastly, Inc.	Bialson, Bergen & Schwab, PC	Attn: Lawrence M. Schwab, Esq. & Thomas M. Gaa, Esq. 2600 El Camino Real, Suite 300 Palo Alto CA 94306	Tgaa@bbslaw.com	Overnight Mail and Email
Counsel to Terry Gene Bollea	Binder & Schwartz LLP	Attn: Eric B. Fisher, Esq., Jessica L. Jimenez 366 Madison Avenue, 6th Floor New York NY 10017	efisher@binderschwartz.com jjimenez@binderschwartz.com	Overnight Mail and Email
DIP Agent/Collateral Agent	Cerberus Business Finance LLC	Attn: Kevin Genda 875 Third Avenue 12th Floor New York NY 10022	kgenda@cerberuscash.com	Overnight Mail and Email
Counsel to Terry G. Bollea	Cohen & Gresser LLP	Attn: Daniel H. Tabak, Esq. & Mark Spatz, Esq. 800 Third Avenue New York NY 10022	dtabak@cohengresser.com mspatz@cohengresser.com	Overnight Mail and Email
Top 50 Creditor (Counsel for Terry Gene Bollea)	Harder Mirell & Abrams	Attn: Charles J. Harder, Esq. 132 S Rodeo Dr Ste 301 Beverly Hills CA 90212	charder@hmafirm.com	Overnight Mail and Email
[Proposed] Investment Banker to the Debtors	Houlihan Lokey, Inc.	Attn: Reid Snellenbarger 111 South Wacker Dr. 37th Fl. Chicago IL 60606	RSnellenbarger@HL.com	Overnight Mail and Email
IRS Insolvency Section	Internal Revenue Service	Attn: Centralized Insolvency Operation 2970 Market St. Philadelphia PA 19104-5016	Mimi.M.Wong@irs counsel.treas.gov	Overnight Mail and Email
IRS Insolvency Section	Internal Revenue Service	Attn: Centralized Insolvency Operation P.O. Box 7346 Philadelphia PA 19101-7346	Mimi.M.Wong@irs counsel.treas.gov	Overnight Mail and Email
Counsel to US VC Partners, LP	Latham & Watkins	Attn: David S. Heller, Esq. 330 North Wabash Avenue Chicago IL 60611	david.heller@lw.com	Overnight Mail and Email
Counsel to US VC Partners, LP	Latham & Watkins	Attn: Keith A. Simon, Esq. 885 Third Avenue New York NY 10022	keith.simon@lw.com	Overnight Mail and Email
Top 50 Creditor	Morrison Cohen LLP	Attn: Joseph T. Moldovan, Esq. & Robert K. Dakis, Esq. 909 Third Avenue New York NY 10022	bankruptcy@morrisoncohen.com rdakis@morrisoncohen.com	Overnight Mail and Email

Core/2002 Service List

Served as set forth below

DESCRIPTION	NAME	ADDRESS	EMAIL	METHOD OF SERVICE
Claims Agent	Prime Clerk LLC	Attn: Benjamin J. Steele 830 3rd Ave FL 9 New York NY 10022	gawkerinfo@PrimeClerk.com serviceqa@primeclerk.com	Email
Counsel to Silicon Valley Bank	Riemer & Braunstein, LLP	Attn: Alexander Rheaume, Esq. 3 Center Plaza Boston MA 02108	arheame@riemerlaw.com	Overnight Mail and Email
Counsel to Silicon Valley Bank	Riemer & Braunstein, LLP	Attn: Steven E. Fox, Esq. Times Square Tower Seven Times Square, Suite 2506 New York NY 10036	sfox@riemerlaw.com	Overnight Mail and Email
Counsel to Debtor	Ropes & Gray LLP	Attn: Gregg M. Galardi, Esq., Stacy A. Dasaro, Esq., Michael S. Winograd, Esq., & Kristina K. Alexander, Esq. 1211 Avenue of the Americas New York NY 10036-8704	Gregg.Galardi@ropesgray.com Stacy.Dasaro@ropesgray.com Kristina.Alexander@ropesgray.com michael.winograd@ropesgray.com	Email
Counsel to Cerberus Business Finance LLC (DIP Agent)	Schulte Roth & Zabel LLP	Attn: Frederic Ragucci, Adam Harris 919 Third Avenue New York NY 10022	frederic.ragucci@srz.com adam.harris@srz.com	Overnight Mail and Email
Securities and Exchange Commission - Headquarters	Securities & Exchange Commission	Attn: Secretary of the Treasury 100 F St., NE Washington DC 20549	secbankruptcy@sec.gov NYROBankruptcy@sec.gov	Overnight Mail and Email
Securities and Exchange Commission - Regional Office	Securities & Exchange Commission – NY Office	Attn: Bankruptcy Dept. Brookfield Place 200 Vesey St., Ste. 400 New York NY 10281-1022	bankruptcynoticeschr@sec.gov	Overnight Mail and Email
Prepetition Lender/First Lien Lender	Silicon Valley Bank	Attn: Jocelyn Hartmann 275 Grove Street, Suite 2-200 Newton MA 02466	jhartmann@svb.com	Overnight Mail and Email
Counsel to Committee of Unsecured Creditors	Simpson Thacher & Bartlett LLP	Attn: Sandy Qusba, Esq. & William T. Russell, Jr., Esq. 425 Lexington Avenue New York NY 10017	squsba@stblaw.com wrussell@stblaw.com	Overnight Mail and Email
Counsel to ZDGM LLC (Stalking Horse Bidder)	Sullivan & Cromwell LLP	Attn: Michael H. Torkin, Esq., Brian D. Glueckstein, Esq., & Alexa J. Kranzley, Esq. 125 Broad Street New York NY 10004	torkinm@sullcrom.com gluecksteinb@sullcrom.com kranzleya@sullcrom.com	Overnight Mail and Email

Core/2002 Service List

Served as set forth below

DESCRIPTION	NAME	ADDRESS	EMAIL	METHOD OF SERVICE
United States Bankruptcy Court for the Southern District of New York	United States Bankruptcy Court for the Southern District of New York	Honorable Stuart M. Bernstein One Bowling Green Room 723 New York NY 10004		Overnight Mail
United States Trustee Southern District of New York	United States Trustee William K. Harrington	Attn: Greg M. Zipes, Esq. & Susan Arbeit, Esq. US Federal Office Building 201 Varick St. Room 1006 New York NY 10014		Overnight Mail
United States Attorney's Office for the Southern District of New York	US Attorney for Southern District of New York	Attn: Bankruptcy Division 86 Chambers St. 3rd Fl New York NY 10007	David.Jones6@usdoj.gov Jeffrey.Oestericher@usdoj.gov Joseph.Cordaro@usdoj.gov Carina.Schoenberger@usdoj.gov	Overnight Mail and Email
Postpetiton Lender/Second Lien Lender	US VC Partners LP	Attn: Mr. A. Jung 90 Third Avenue, 19th Floor New York NY 10022	ajung@columbusnova.com	Overnight Mail and Email
Writers Guild of America East, Inc., Union	Writers Guild of America East, Inc.	Attn: Jason Gordon & Ann Burdick 250 Hudson Street Ste 700 New York NY 10013	jgordon@wgaeast.org aburdick@wgaeast.org	Overnight Mail and Email

Exhibit B

Top 50 Creditors Service List

Served as set forth below

NAME	ADDRESS	EMAIL	METHOD OF SERVICE
Ad-Juster, Inc. (media)	Attn: Michael Lewis 13280 Evening Creek Dr. S Suite 100 San Diego CA 92128	accountservices@ad-juster.com	Overnight Mail and Email
ADP Workforce Now	ADP, LLC 1 ADP Boulevard Roseland NJ 07068		Overnight Mail
Akerman LLP	Attn: General Counsel 98 Southeast Seventh Street Three Brickell City Centre, Suite 1100 Miami FL 33131	charles.brumback@akerman.com	Overnight Mail and Email
AOL Advertising	Attn: General Counsel 770 Broadway New York NY 10003	rebecca.mcdaniel@teamail.com	Overnight Mail and Email
Associated Press	Attn: General Counsel 450 W. 33rd St New York NY 10001	apdsalesoperations@ap.org	Overnight Mail and Email
Atlantic Metro Communications	Atlantic Metro Invoice 4 Century Drive, Suite 102 Parsippany NJ 07054	billing@atlanticmetro.net	Overnight Mail and Email
Brandtale	Attn: General Counsel 588 Broadway Ste 503 New York NY 10012	ben@brandtale.com	Overnight Mail and Email
C&G Group Kft.	Attn: General Counsel Vörösmarty utca 38 1064 Budapest Hungary		Overnight Mail

Top 50 Creditors Service List

Served as set forth below

NAME	ADDRESS	EMAIL	METHOD OF SERVICE
CDW Direct	Attn: General Counsel 200 N. Milwaukee Ave Vernon Hills IL 60061		Overnight Mail
Cloudinary Ltd.	Attn: General Counsel 111 W. Evelyn Ave. Suite 206 Sunnyvale CA 94086	billing@cloudinary.com	Overnight Mail and Email
Cogent Communications	Attn: General Counsel 2450 N Street NW Washington DC 20037	billing@cogentco.com	Overnight Mail and Email
Concur Technologies, Inc.	Attn: General Counsel 62157 Collections Center Drive Chicago IL 60693	ARCustomerSupport@concur.com	Overnight Mail and Email
Corey Foster	1019 Larkwoord Rd Kingston Springs TN 37082	corey@gawker.com	Overnight Mail and Email
Creative Circle, LLC.	Attn: General Counsel 28027 Network Place Chicago IL 60673-1280	CollectionsNY@creativecircle.com	Overnight Mail and Email
DataGram	Attn: General Counsel 500 West Madison Street Suite 801 Chicago IL 60661	billing@datagram.com	Overnight Mail and Email
Equinox Fitness Clubs	Corporate Accounts Office 895 Broadway New York NY 10003	corpbilling@equinox.com	Overnight Mail and Email

Top 50 Creditors Service List

Served as set forth below

NAME	ADDRESS	EMAIL	METHOD OF SERVICE
Fastly	Attn: General Counsel 475 Brannan St, Ste 320 San Francisco CA 94107	billing@fastly.com marketing@fastly.com	Overnight Mail and Email
Fried, Frank, Harris, Shriver & Jacobson LLP	Attn: General Counsel One New York Plaza New York NY 10004-1980	annemarie.crouch@friedfrank.com	Overnight Mail and Email
Getty Images	Attn: General Counsel 605 5th Avenue South Suite 400 Seattle WA 98104	sales@gettyimages.com	Overnight Mail and Email
Google Inc. (DoubleClick)	Attn: General Counsel 1600 Amphitheatre Parkway Mountain View CA 94043	collections-us@google.com	Overnight Mail and Email
Google, Inc. (Analytics)	Attn: General Counsel 1600 Amphitheatre Parkway Mountain View CA 94043	collections-us@google.com	Overnight Mail and Email
Jelle Claeys Automotive Artwork	Attn: General Counsel 48 Corte De Rosas Fremont CA 94555	info@jelleclaeys.be	Overnight Mail and Email
Joshua M Lees	957 Kent Ave Brooklyn NY 11205		Overnight Mail
JW Player (Longtail Ad Solutions, Inc.)	Attn: General Counsel 8 West 38th Street Floor 6 New York NY 10018	payments@jwplayer.com	Overnight Mail and Email

Top 50 Creditors Service List

Served as set forth below

NAME	ADDRESS	EMAIL	METHOD OF SERVICE
Krux Digital	Attn: General Counsel 660 4th St, #269 San Francisco CA 94107	billing@krux.com	Overnight Mail and Email
L-Cut Digital Media, Inc.	Attn: General Counsel 150 S. 1 St. Apt 2D Brooklyn NY 11211	lcutdigital@gmail.com	Overnight Mail and Email
Market Halsey Urban Renewal, LLC	Attn: General Counsel 112 West 34th Street Ste. 2106 New York NY 10120	hrozell@jjop.com	Overnight Mail and Email
Marlena Agency Inc.	Attn: General Counsel 278 Hamilton Ave Princeton NJ 08540	marlena@marlenaagency.com	Overnight Mail and Email
Medialink	Attn: General Counsel 1901 Avenue of the Stars Suite 1775 Los Angeles CA 90067	accounting@medialink.com	Overnight Mail and Email
Merrill Communications, LLC	Attn: General Counsel One Merrill Circle Saint Paul MN 55108	Billing@merrillcorp.com	Overnight Mail and Email
Metropolitan Cleaning, LLC	Attn: General Counsel 142 West 57th Street New York NY 10019	jessica.fluke@metbldg.com	Overnight Mail and Email
Moat Inc.	Attn: General Counsel 222 S Albany Street #2 Ithaca NY 14850	jonah@moat.com	Overnight Mail and Email

Top 50 Creditors Service List
Served as set forth below

NAME	ADDRESS	EMAIL	METHOD OF SERVICE
NSONE Inc.	Attn: General Counsel 16 Beaver Street 3rd Floor New York NY 10004	support@ns1.com	Overnight Mail and Email
Operative Media, Inc	Attn: General Counsel 6 East 32nd Street, 3rd Floor New York NY 10016	AR@operative.com	Overnight Mail and Email
Optimizely, Inc.	Attn: General Counsel 631 Howard Street, Suite 100 San Francisco CA 94105	sales@optimizely.com	Overnight Mail and Email
Pacific Coast News	c/o Bwp Media USA, Inc 22287 Mulholland Hwy Calabasas CA 91302	plubbock@photoshot.com	Overnight Mail and Email
REDBOOKS	Attn: General Counsel 330 Seventh Avenue, Floor 10 New York NY 10001	michael.emerson@redbooks.com	Overnight Mail and Email
Risk Strategies Company	Attn: General Counsel c/o DeWitt Stern Group 420 Lexington Avenue, Suite 2700 New York NY 10170		Overnight Mail
Shenker & Bonaparte, LLP	Attn: General Counsel 1500 SW 1st Ave #765 Portland OR 97201	brooke@bb-law.net	Overnight Mail and Email
ShoreTel Inc.	Attn: General Counsel 4921 Solution Center Chicago IL 60677-4009	skysupport@shoretel.com	Overnight Mail and Email

Top 50 Creditors Service List

Served as set forth below

NAME	ADDRESS	EMAIL	METHOD OF SERVICE
SimpleReach, Inc.	Attn: General Counsel 122 W. 27th St., 7th Floor New York NY 10001	ops@simplereach.com	Overnight Mail and Email
Sizmek Technologies Inc.	Attn: General Counsel 220 5th Avenue New York NY 10001	Barbara.Blyden@sizmek.com	Overnight Mail and Email
Specless	Attn: General Counsel 116 W. Illinois St Suite 6E-M Chicago IL 60610	steve@gospecless.com	Overnight Mail and Email
STAQ, INC.	Attn: General Counsel 44 West 28th Street 14th Floor New York NY 10001	ar@staq.com	Overnight Mail and Email
Submarine Leisure Club, Inc. (Wirecutter)	Attn: General Counsel 2424 Pine Street San Francisco CA 94115	notes@thewirecutter.com	Overnight Mail and Email
Submersive Media	Attn: General Counsel 580 Broadway Suite 905 New York NY 10012	info@submersivemedia.com	Overnight Mail and Email
The Hartford	Attn: General Counsel One Hartford Plaza Hartford CT 06155		Overnight Mail
The Oliver Group	Attn: General Counsel 595 Greenhaven Rd Pawcatuck CT 06379	cnilsen@the-olivergroup.com	Overnight Mail and Email

Exhibit C

Adversary Parties Service List

Served as set forth below

DESCRIPTION	NAME	ADDRESS	EMAIL	METHOD OF SERVICE
Counsel for Defendant Terry Gene Bollea	Binder & Schwartz LLP	Attn: Eric B. Fisher, Esq., Jessica L. Jimenez 366 Madison Avenue, 6th FL New York NY 10017	efisher@binderschwartz.com jjimenez@binderschwartz.com	Overnight Mail and Email
Counsel to Daulerio, A J, Denton, Nick, Gawker Media Group Inc	Brannock & Humphries	Attn: Celene Humphries, Steven L Brannock 1111 West Cass Street Suite 200 Tampa FL 33606		Overnight Mail
Charles C. Johnson	Charles C. Johnson	2770 Mesa Avenue Clovis CA 93611		Overnight Mail
Counsel to Terry G. Bollea	Cohen & Gresser LLP	Attn: Mark Spatz, Esq. 800 Third Avenue New York NY 10022	mspatz@cohengresser.com	Overnight Mail and Email
Counsel to Clem, HeatherBollea et Al, Terry Gene Appellee, Bubba The Love Sponge Clem (Also Known As: Clem, Todd Alan)	Cohen Jayson Foster P A	Attn: Barry A Cohen, Esq., Michael W Gaines, Esq. 201 E Kennedy Blvd Suite 1950 Tampa FL 33606		Overnight Mail
Counsel to Gawker Media, LLC, Irin Carmon, Nick Denton	Gawker Media, LLC	Attn: Courtenay O'connor, Esq., 210 Elizabeth St New York City NY 10012	Coconnor@gawker.Com	Overnight Mail and Email
Counsel to Gawker Media, LLC, Irin Carmon, Gabby Darbyshire, Nick Denton, Jezebel.com	Giskan, Solotartoff Anderson & Stewart	Attn: David L. Feige, Oren S. Giskan, 11 Broadway Suite 2150 New York NY 10004	Gslaw@davidfeige.Com Ogiskan@gslawny.Com	Overnight Mail and Email
Got News, LLC	Got News, LLC	P.O. Box 3102 Clovis CA 93611		Overnight Mail
Counsel to Terry Gene Bollea	Harder Mirell & Abrams	Attn: Charles J. Harder, Esq. 132 S Rodeo Dr Ste 301 Beverly Hills CA 90212	charder@hmafirm.com	Overnight Mail and Email
John M. Berman, Esq.	John M. Berman, Esq.	7175 SW Beveland Street, Suite 220 Tigard OR 97223		Overnight Mail
Counsel to Blogwire Hungary Szellemi, Daulerio, A J, Denton, Nick, Gawker Media Group Inc	Levine Sullivan Koch & Schulz LLP	Attn: Michael D Sullivan, Esq. 1899 L Street NW Suite 200 Washington DC 20036		Overnight Mail
Counsel to Gawker Media, LLC, John Cook, Sam Biddle, Nicholas Guido Denton	Levine Sullivan Koch & Schulz, LLP	Attn: Katherine Mary Bolger, Esq. 321 West 44th Street, Suite 1000 New York NY 10036	Kbolger@lskslaw.Com	Overnight Mail and Email

Adversary Parties Service List

Served as set forth below

DESCRIPTION	NAME	ADDRESS	EMAIL	METHOD OF SERVICE
Counsel to Gawker Media, LLC , Nick Denton, Irin Carmon, Gabby Darbyshire, Jezebel.com	Lynch Thompson LLP	Attn: Amanda Szuch Mlinarcik, Esq., Amy J. Hansen, Esq., Daniel Francis Lynch, Esq., 150 S Wacker Dr Suite 2600 Chicago IL 60606	Aszuch@lynchandstern.Com Ahansen@lynchthompson.Com Dlynch@lynchthompson.Com	Overnight Mail and Email
Counsel to Breaking Media, Breakingmedia.Com, Abovethelaw.Com, Elie Mystral, David Lat, John Lerner, David Minkin, John Does 1 to 100, Breaking Media, Inc., John Doe Nos. 101 to 200, MadisonRecord.com, Brian Timpone, Steve Gonzalez, Steve Korris, Lawyergossip.Com, John Doe No. 201, Holly Meyer, Belleville News-Democrat, John Doe No. 301, Beth Hundsdorfer, Newnation.Org, John Doe No.S 401, 402, 403, The Alton Telegraph, Jim Shrader, Sanford Schmidt, John Doe Nos. 501 to 600, Breaking Media, Llc, Gawker Media, Llc, Gawker Sales, Llc, Blogwire Hungary Szellemei Alkotast Hasznosito Kft, Gawker Media Group, Inc, Gawker Entertainment, Llc, Gawker Technology, Llc	Mandell Menkes, LLC	Attn: Steven P. Mandell, Esq., Elizabeth A.F. Morris, Esq., Sharon Renae Albrecht, Esq., Steven L Baron, Esq. One North Franklin Suite 3600 Chicago IL 60606	Smandell@mandellmenkes.Com Emorris@mandellmenkes.Com Salbrecht@mandellmenkes.Com Sbaron@mandellmenkes.Com	Overnight Mail and Email
Counsel to Gawker Media, LLC, Irin Carmon, Gabby Darbyshire, Jezebel.com, Nick Denton	Parikh Law Group	Attn: Justin David Kaplan, Esq. 233 S. Wacker Drive 84th Floor Chicago IL 60606	Jkaplan@parikhlawgroup.Com	Overnight Mail and Email
	Rachel E Fugate	601 S Boulevard Tampa FL 33606		Overnight Mail
Counsel for Gawker Media Group, Inc., and Kinja Kft.	Ropes & Gray LLP	Attn: Michael S. Winograd 1211 Avenue of the Americas New York NY 10036-8704	michael.winograd@ropesgray.com	Overnight Mail and Email
Counsel to The Huon Law Firm	The Huon Law Firm	Attn: Meanith Huon, Esq. P.O. Box 441 Chicago IL 60690		Overnight Mail
Counsel to Blogwire Hungary Szellemei, Daulerio, A J, Denton, Nick, Gawker Media Group Inc	Thomas & Locicero PL	Attn: Gregg D Thomas, Esq., 601 South Boulevard Tampa FL 33606		Overnight Mail

Exhibit D

SRF 9426

ROPE & GRAY LLP
Gregg M. Galardi
Jonathan P. Gill
Marc B. Roitman
Kristina K. Alexander
1211 Avenue of the Americas
New York, NY 10036-8704
Telephone: (212) 596-9000
Facsimile: (212) 596-9090

*Counsel to the Debtors
and Debtors in Possession*

UNITED STATES BANKRUPTCY COURT
SOUTHERN DISTRICT OF NEW YORK

-----x
In re: : Chapter 11
: Case No. 16-11700 (SMB)
Gawker Media LLC, *et al.*,¹ :
Debtors. : (Jointly Administered)
:
-----x

**NOTICE OF (A) SOLICITATION OF BIDS TO PURCHASE SUBSTANTIALLY
ALL THE DEBTORS' ASSETS, (B) AUCTION AND (C) SALE HEARING**

PLEASE TAKE NOTICE OF THE FOLLOWING:

1. On June 13, 2016, the above-captioned debtors and debtors-in-possession (collectively, the "Debtors") filed the *Debtors' Motion for (I) an Order (A) Authorizing and Approving Bidding Procedures, Breakup Fee and Expense Reimbursement, (B) Authorizing and Approving the Debtors' Entry Into and Assumption of the Stalking Horse Asset Purchase Agreement, (C) Approving Notice Procedures, (D) Scheduling A Sale Hearing and (E) Approving Procedures for Assumption and Assignment of Certain Contracts and Leases and*

¹ The last four digits of the taxpayer identification numbers of the Debtors are: Gawker Media LLC (0492); Gawker Media Group, Inc. (3231); and Kinja Kft. (5056). The offices of Gawker Media and GMGI are located at 114 Fifth Avenue, 2d Floor, New York, NY 10011. Kinja's offices are located at Andrassy ut 66. 1062 Budapest, Hungary.

Determining Cure Amounts and (II) an Order (A) Authorizing the Sale of Substantially All of the Debtors' Assets Free and Clear of All Claims, Liens, Rights, Interests and Encumbrances, (B) Approving the Asset Purchase Agreement and (C) Authorizing the Debtors to Assume and Assign Certain Executory Contracts and Unexpired Leases [Docket No. 21] (the “Sale Motion”) with the United States Bankruptcy Court for the Southern District of New York (the “Bankruptcy Court”).²

2. As outlined in the Sale Motion, the Debtors have agreed upon the terms of a Stalking Horse APA with the Stalking Horse Bidder and will seek capable and willing bidders for all or substantially all of the Debtors’ assets (the “Acquired Assets”) prior to the Auction date as provided in the Sale Motion and the Bidding Procedures Order (defined below). The proposed sale shall be free and clear of liens, claims, interests and other encumbrances, with all such liens, claims, interests and other encumbrances attaching with the same validity and priority to the sale proceeds. The Stalking Horse Bidder has committed to assume certain liabilities of the Debtors solely to the extent set forth in the Stalking Horse APA.

3. On July 8, 2016, the Bankruptcy Court entered the *Order (I) Authorizing and Approving Bidding Procedures, Breakup Fee and Expense Reimbursement, (II) Authorizing and Approving the Debtors’ Performance of Pre-Closing Obligations Under the Stalking Horse Asset Purchase Agreement, (III) Approving Notice Procedures, (IV) Scheduling a Sale Hearing and (V) Approving Procedures for Assumption and Assignment of Certain Contracts and Leases and Determining Cure Amounts* (the “Bidding Procedures Order”) [Docket No. 82]. The Bidding Procedures Order approved, among other things, the Debtors’ performance of certain pre-closing obligations under the Stalking Horse APA and the Bidding Procedures, which

² Capitalized terms not otherwise defined herein have the meanings given them in the Sale Motion.

specify, among other things, procedures under which interested parties may submit a “Qualified Bid” to purchase the Acquired Assets. All interested parties are invited to submit a Qualified Bid pursuant to the terms of the Bidding Procedures.

4. You may obtain a copy of the Bidding Procedures Order, the Bidding Procedures, and the Stalking Horse APA by: (a) sending a written request to the Debtors’ counsel, Ropes & Gray LLP, 1211 Avenue of the Americas, New York, NY 10036, Attn: Marc B. Roitman (marc.roitman@ropesgray.com); or (b) accessing the website maintained by the Debtors’ claims and noticing agent, Prime Clerk, at <http://cases.primeclerk.com/gawker>.

5. The Bidding Procedures establish **August 15, 2016 at 5:00 p.m. (Prevailing Eastern Time)** as the deadline by which all Qualifying Bid Documents and Qualified Bids must be actually received by the Debtors’ investment banker and legal advisors, as set forth in the Bidding Procedures (the “Bid Deadline”).

6. In the event the Debtors timely receive, on or before the Bid Deadline, one or more Qualified Bids in addition to the Stalking Horse APA, the Debtors shall conduct an Auction at the offices of Ropes & Gray LLP, 1211 Avenue of the Americas, New York, NY 10036, on **August 16, 2016 at 10:00 a.m. (Prevailing Eastern Time)** or such later time on such day or such other place as the Debtors notify all Qualified Bidders.

7. If no Qualified Bids (other than the Stalking Horse Bid) are received by the Bid Deadline, then the Stalking Horse Bidder will be deemed the Successful Bidder, the Stalking Horse APA will be the Successful Bid, and, at the Sale Hearing, the Debtors will seek final Bankruptcy Court approval of the sale of the Acquired Assets to the Stalking Horse Bidder in accordance with the terms of the Stalking Horse APA.

8. The Sale Hearing will be held in the United States Bankruptcy Court for the Southern District of New York, Courtroom 723, One Bowling Green, New York, New York 10004-1408, on **August 18, 2016 at 2:00 p.m. (Prevailing Eastern Time)** or such other date and time that the Bankruptcy Court may later direct.

9. Objections to the relief sought in the Sale Order, if any, must: (i) be in writing; (ii) conform to the applicable provisions of the Bankruptcy Rules, the Local Rules and any orders of the Court; (iii) state with particularity the legal and factual basis for the objection and the specific grounds therefor; (iv) be filed with the Court no later than **August 5, 2016 at 4:00 p.m. (Prevailing Eastern Time)** (the "Sale Objection Deadline"); provided, that if and only if the Stalking Horse Bidder is not the Successful Bidder for the Debtors' assets, counterparties to the Debtors' Non-Residential Leases and Other Executory Contracts shall have until **August 18, 2016 at 12:00 p.m. (Prevailing Eastern Time)** to object to the assumption and assignment of a Non-Residential Lease or Other Executory Contract *solely on the issue of whether the Successful Bidder or Back-Up Bidder can provide adequate assurance of future performance as required by section 365 of the Bankruptcy Code*; and (v) be served so as to be actually received no later than the Sale Objection Deadline, as applicable, by the following parties (the "Objection Notice Parties"):

- (a) the Debtors: Gawker Media Group, Inc., 114 Fifth Avenue, 2d Floor, New York, New York 10011; Attn: Heather Dietrick;
- (b) counsel to the Debtors, Ropes & Gray LLP, 1211 Avenue of the Americas, New York, NY 10036; Attn: Gregg M. Galardi, Esq. and Jonathan P. Gill, Esq.;
- (c) the proposed investment banker to the Debtors, Houlihan Lokey, Inc., 111 South Wacker Drive, 37th Floor, Chicago, Illinois, 60606; Attn: Reid Snellenbarger;
- (d) the Office of the United States Trustee for the Southern District of New York, 201 Varick Street, Suite 1006, New York, New York 10014; Fax: (212) 668-2255;
- (e) counsel to

the official committee of unsecured creditors, Simpson Thacher & Bartlett LLP, 425 Lexington Avenue, New York, NY 10017; Attn: Sandeep Qusba, Esq. and William T. Russell, Jr., Esq.; and (f) counsel to the Stalking Horse Bidder, Sullivan & Cromwell LLP, 125 Broad Street, New York, New York 10004; Attn: Michael H. Torkin, Esq. and Alexa J. Kranzley, Esq., Fax: (212) 291-9376.

10. On or before July 15, 2016, the Debtors shall file with the Court and serve via first class mail the Cure Notice on all non-Debtor counterparties to all Non-Residential Leases and Other Executory Contracts, and their respective known counsel, and provide a copy of same to the Stalking Horse Bidder. Upon request by a counterparty under any Non-Residential Lease or Other Executory Contract, the Debtors shall serve, by electronic mail, the evidence of adequate assurance of future performance under the Non-Residential Leases and Other Executory Contracts provided by the Stalking Horse Bidder. Objections, if any, to the proposed assumption and assignment of any Non-Residential Lease or Other Executory Contract or to the cure amount proposed with respect thereto must: (i) be in writing, (ii) comply with the applicable provisions of the Bankruptcy Rules, Local Rules and any order orders of the Court, (iii) state with specificity the nature of the objection and, if the objection pertains to the proposed cure amount, the correct cure amount alleged by the objecting counterparty, together with any applicable and appropriate documentation in support thereof and (iv) be filed with the Court and served so as to be actually received by the Objection Notice Parties before the Sale Objection Deadline.

11. Promptly following the Debtors' selection of the Successful Bidder and the Back-Up Bidder, if any, at the conclusion of the Auction, the Debtors shall announce the Successful Bidder and the Back-Up Bidder, if any, and shall file with the Court a notice of the

Successful Bidder and the Back-Up Bidder, if any. If and only if the Stalking Horse Bidder is not the Successful Bidder for the Debtors' assets, counterparties to the Debtors' Non-Residential Leases and Other Executory Contracts shall have until **August 18, 2016 at 12:00 p.m. (Prevailing Eastern Time)** to object to the assumption and assignment of a Non-Residential Lease or Other Executory Contract *solely on the issue of whether the Successful Bidder or Back-Up Bidder can provide adequate assurance of future performance as required by section 365 of the Bankruptcy Code.* For the avoidance of doubt, if the Stalking Horse Bidder is the Successful Bidder, all adequate assurance objections must be filed by the Sale Objection Deadline.

12. The Auction or the Sale Hearing or both may be adjourned from time to time without further notice to creditors or parties in interest other than by announcement of the adjournment in open Court or on the Bankruptcy Court's docket.

13. *Any party who fails to timely file an objection to entry of the Sale Order (i) shall be forever barred from objecting thereto, (ii) shall be deemed to consent to the sale of the Acquired Assets as approved by the Sale Order, and (iii) shall be deemed to "consent" for purposes of section 363(f)(2) of the Bankruptcy Code.*

Dated: July 11, 2016
New York, New York

/s/ Gregg M. Galardi

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*Counsel to the Debtors
and Debtors in Possession*

If you have questions about this notice, please call
(855) 639-3375 (domestic toll-free), (917) 651-0323 (international),
email gawkerinfo@primeclerk.com, or
visit <https://cases.primeclerk.com/gawker>.